

# **PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)**

## **FY 2014 Youth Leadership Program with Japan and South Korea**

**ECA-ECAPEC-14-054**

**Office of Citizen Exchanges**

**Youth Programs Division**

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the Youth Programs Division for the FY 2014 Youth Leadership Program with Japan and South Korea. The proposal must conform to the RFGP, the guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). An application not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying RFGP, the RFGP is to be the dominant reference.

### **I. STATEMENT OF WORK**

The Bureau of Educational and Cultural Affairs (ECA) and the Public Affairs Sections (PAS) of the U.S. Embassies in Tokyo and Seoul are supporting the participation of teenagers in an intensive, substantive three- to four-week exchange program in the United States. The program will focus on the themes of civic education, leadership, and community engagement. Participants will engage in a variety of activities such as workshops, teambuilding exercises, community site visits, interactive discussion groups, small group work, presentations, local cultural activities, among others, and will have opportunities for substantive interaction with each other and their American peers.

The responsibilities of the award recipient will be the following:

#### **1) Recruitment and Selection**

- a) Conduct an open, merit-based competition for participants overseas in close consultation with ECA and PAS.
- b) Develop a transparent interview plan and formal process for selection clearly identified criteria that will be shared with ECA and PAS.
- c) Develop plans for outreach and recruitment of students and educators that will generate a pool of qualified candidates that represent the diversity of their country.
- d) Administer an effective language screening process.
- e) Identify American teenagers, preferably through a competitive process, to participate in three or more days of the exchange activities.
- f) Recommend the final participants and alternates for approval. No invitations may be issued without the Department of State clearance (ECA and/or PAS).

#### **2) Preparation**

- a) Contact participants before the program to provide them with program information, pre-departure materials, and to gather information about their specific interests.
- b) Facilitate the passport and J-1 visa application process, in collaboration with ECA and PAS, for the foreign participants.

- c) Enroll foreign participants in the Bureau's Accident and Sickness Program for Exchanges (ASPE) health benefits plan for the duration of the exchange, and assist with claims as necessary.
  - d) Make all round-trip international (complying with the Fly America Act) and domestic travel arrangements for participants, including domestic travel for American participants who do not live within the host community.
  - e) Arrange for ground transportation, group meals, and the disbursement of pocket money.
  - f) Hire and train staff, as needed, to accompany participants during the exchange period. Criminal background checks, including a search of the Department of Justice's National Sex Offender Public Registry, must be conducted for all staff.
  - g) In collaboration with the overseas partner and PAS, design and conduct pre-departure orientations for participants, including general and program-specific information.
  - h) Design and conduct orientations for staff and those individuals participating from the U.S. host communities (including host families) to the goals of the program and to the cultures and sensitivities of the exchange visitors.
  - i) Make housing arrangements for all for all participants. Carefully recruit, screen, and select diverse local host families to offer homestays (lodging and meals) to the participants for the majority of the exchange period. Criminal background checks, including a search of the Department of Justice's National Sex Offender Public Registry, must be conducted for members of host families and others living in the home who are 18 years or older. Monitor housing arrangements to ensure the health and safety of participants.
  - j) Orient participating organizations, staff, and families to the goals of the program and to the cultures of the visitors.
- 3) Exchange Activities
- a) Design, plan, and implement an intensive and substantive U.S.-based exchange program on the stated themes and selected subthemes. Exchange activities must promote program goals and be community-based.
  - b) Provide opportunities for the adult participants, outside of joint activities with youth participants, to work with their peers and other professionals, volunteers, and youth advocates with whom they can discuss the support of youth development.
  - c) Conduct a welcome orientation for participants upon their arrival in the United States to review program goals, objectives, and expectations.
  - d) Engage participants in at least two community service activities during the exchange. The program should provide context for the participants – identifying community needs, volunteerism, charitable giving, etc. – and a debriefing so that the service activity is not an isolated event and helps participants see how to apply the experience at home.
  - e) Provide day-to-day monitoring of the participants' well-being, preventing and dealing in a timely manner with any misunderstandings or adjustment issues that may arise. Inform ECA and PAS about any significant health or safety issues that affect program participants.
  - f) Provide a closing session to summarize project activities, prepare participants for their return home, and plan for the future.
- 4) Follow-on activities
- a) Plan, organize, and manage, in close collaboration with the overseas partner and PAS,

follow-on activities for alumni in their home communities designed to reinforce the ideas and skills imparted during the exchange program. Follow-on activities may include a web-based component.

- b) Provide guidance and support for participants' implementation of follow-on projects.
  - c) Present creative and effective ways to address the program themes, for both program participants and their peers, as a means to amplify the program impact.
  - d) [Optional] Arrange a follow-up visit to the partner country(ies) by the U.S. project staff, trainers, or educators to further the training started during the exchange.
- 5) Design and implement an evaluation plan that assesses the impact of the program (See section IV.3d.3 of the RFGP).
  - 6) Work in consultation with ECA and PAS in the implementation of the program, provide timely reporting of progress to ECA and PAS, and comply with financial and program reporting requirements.
  - 7) Manage all financial aspects of the program, including stipend disbursements to the participants and management of sub-award relationships with U.S. and overseas partners.

The responsibilities of the Department of State will be the following:

- 1) Provide advice and assistance in the execution of all program components.
- 2) Approve the final candidate selection and alternates.
- 3) Issue DS-2019 forms and J-1 visas. All foreign participants will travel on a U.S. Government designation for the J Exchange Visitor Program.
- 4) Facilitate interaction within the Department of State, to include ECA, the regional bureaus, and overseas posts.
- 5) Arrange meetings with Department of State officials in Washington, D.C. and the partner countries.
- 6) Approve all printed or web-based program materials, including applications, publicity materials, and the final calendar of exchange activities.
- 7) Monitor and evaluate the program through regular communication with the award recipient and possibly one or more site visits, as necessary.

## **II. PROGRAM SPECIFIC GUIDELINES**

Partner Organizations and/or Affiliates: An applicant must have established overseas partners for the project. It may be a branch office of the U.S. applicant organization, a non-governmental partner organization, or other affiliates that can coordinate relevant program activities in the partner countries. The U.S. organization that receives the cooperative agreement will be responsible for its partners' activities under the cooperative agreement, both programmatically and financially. All applicants need to identify their representation overseas, describe their partners' responsibilities and qualifications, and provide a signed letter of commitment from the partners.

### Participants:

All youth participants will be girls between the ages of 16 and 18 (as age is counted in the United

States) who:

- Have demonstrated leadership in their schools and/or communities and an interest in community engagement.
- Are proficient in English.
- Exhibit flexibility, maturity, integrity, good social skills, and open-mindedness.
- Have the motivation necessary to be active and successful exchange participants.

Preference will be given to individuals who have not previously traveled to the United States, especially on a U.S. government-sponsored program. Once the cooperative agreement is awarded, the award recipient, in collaboration with its overseas partner, must consult with PAS staff at the U.S. embassies to review its recruitment plans in detail, any specific selection criteria, and the screening and selection process.

The adult participants will be female teachers, community leaders, or non-governmental organization (NGO) staff who have demonstrated an interest in assisting youth to become productive and responsible members of society. They will exhibit flexibility, maturity, and open-mindedness, and be supportive of the teenage participants during and after the program. They will be proficient in English. Adult participants will have the role of exchange participant, chaperone, and post-exchange mentor. They will have program sessions with the youth, as well as separate professional development activities designed just for them. It is important that they be prepared to allow the students to be vocal, candid, and active participants who do not feel they need to defer to the adults. At the same time, their shared experience with the students will allow them to serve as adult advocates for the alumni once they have returned home.

Recruitment and Selection: Applicant organizations must design and present a plan to recruit qualified applicants that effectively represent their country. Applicant organizations should present a plan to recruit a wide range of potential participants, and should strive for a pool of applicants that reflects the diversity of the communities from which the students are recruited.

International Travel: The applicant should detail its plan for the delegation's international travel in its proposal narrative and include appropriate costs in the budget. The proposal should also include the proposed dates of the exchange.

Pre-Departure Orientations: The award recipient, in collaboration with its overseas partners and PAS, will design and conduct pre-departure orientations (PDO) for participants in each country before they leave for the United States. The PDO should include a general political, historical, educational, and cultural introduction to the United States; information on key program objectives, concepts, themes, and expectations; preparations for homestays; and intercultural training and teambuilding exercises.

Welcome Orientation: The award recipient will design and conduct a welcome orientation for the international participants to introduce them to their host community and to prepare them for the activities ahead. The orientation will include a general political, historical, educational, and cultural introduction, a review of the objectives and themes of the program, as well as practical

and administrative information.

U.S. Program: The award recipient will design and plan exchange activities that provide a creative and substantive program that develops the participants' knowledge and skill base in specified themes. The academic and extracurricular components will focus primarily on interactive activities, practical experiences, and other hands-on opportunities that explore concepts of youth leadership, civic education, diversity and tolerance, and community engagement. Some activities should be community-based, and community service activities must also be included. Programming should also include small group activities, such as discussions, presentations, project design and development, field trips, site visits, and community service, to encourage active participation of each exchange participant and to build and strengthen relationships with peers from the United States and the partner countries. Cultural, social, and recreational activities will balance the schedule.

Adult participants must also be provided with ample opportunity to engage in activities specifically geared to developing their professional development skills during the exchange, in addition to joint activities with youth participants.

Examples of the kinds of program activities that may be included:

- 1) Community service/volunteer activities
- 2) Peer training/education workshops
- 3) Teambuilding exercises
- 4) Leadership development with workshop trainers or organizations
- 5) Meetings with government, community, and business leaders
- 6) Specialized English language workshops
- 7) Computer training that emphasizes research, critical thinking and analysis, and the use of the computer and Internet as resources in education and business
- 8) Exercises related to increasing tolerance and developing strategies for future collaboration and cooperation among participants
- 9) Dialogues, simulations, role plays and other activities aimed at helping participants articulate their thoughts about the project's themes
- 10) Visits to historical sites, government and community centers, museums and landmarks that combine learning about principals of government, history, and society with tourism
- 11) Sports, drama, fine arts, musical and other extracurricular activities which provide opportunities for participants to work and play together

Sites: The exchange participants should spend time in no more than two or three locations, including Washington, D.C., so that the participants have time to familiarize themselves with the host communities. Applicant organizations should describe the rationale for their location selections. The Bureau encourages applicants to consider proximity to sites of historical or cultural interest, access to organizations that can conduct appropriate workshops, and representation of the diversity of the United States.

Housing Accommodations: Homestays with local families should be arranged for most or all of the exchange period. A dormitory, hotel, or other housing is an acceptable arrangement for brief

segments of the program, such as the welcome orientation, closing session, or special workshops.

Applicants must present in their proposals a clear and detailed recruitment, screening, and selection process for host families. The recipient must also provide the families with an orientation prior to the arrival of their exchange participants, emphasizing the goals of the program. Screening needs to include a visit to the home to meet all members of the household to ensure that the host family is capable of providing a comfortable and nurturing home environment. Criminal background checks, including a search of the Department of Justice's National Sex Offender Public Registry, must be conducted for members of host families (and others living in the home) who are 18 years or older. The orientation will provide families with detailed information on the exchange program, the parameters of their participation, duties and obligations, and information on cultural differences and practices.

ECA encourages diversity in the recruitment and selection of host families. They may represent diversity in family size and structure, race and ethnicity, socio-economic status, religion, and geography. While exchange participants may share a room with someone of a similar age and the same gender, they must have their own beds and must be afforded private space. Participants may be placed with host families as singles or in pairs. Host families need to have adequate financial resources to undertake hosting obligations.

Applicants must also explain how they will provide adequate supervision of participants when not in homestays.

Follow-on Activities: Alumni activities are an important part of the Bureau's exchange programs. The participants should return to their home communities prepared to conduct projects that serve a need in their schools or communities. Applicants should develop and present a creative and detailed plan to help support alumni as they implement follow-on projects in their home communities. This may include the provision of materials, serving as a resource or advisor, and working with the relevant U.S. Embassy to help nurture on-going contact with the participants. Applicants may also propose visits by project staff, trainers, or educators to the partner country(ies) to further the training started during the exchange. Alumni reunion meetings may also be incorporated into follow-on activities.

The award recipient must consult with the relevant U.S. embassy and collaborate with its overseas partner in designing follow-on activities for the Japanese and Korean participants.

Evaluation: The Government Performance and Results Act (GPRA) of 2010 requires that federal agencies measure the results of their programs in meeting performance goals. The proposal should demonstrate the applicant's plan to measure the long-term impact of the program to determine how the participants' attitudes and behavior have changed and to evaluate the acquisition of knowledge and skills associated with the program themes.

Alumni tracking is crucial for the evaluation of the program and for the implementation of follow-on programs. All alumni contact information gathered by the award recipients on behalf of this program must be made available to the Department of State.

Other Notes: The recipient organization is responsible for all components of the program outlined in this document. The Bureau requires the recipient organization to communicate with the Public Affairs Sections of the relevant U.S. Embassy and with the Bureau of Educational and Cultural Affairs on a regular basis about program activities. The organization must also inform the ECA program officer of their progress at each stage of the project's implementation in a timely fashion. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit.

## **PROPOSAL CONTENTS**

Applicants should submit a proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, proposals should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible. The proposal should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items under the section headings in the GrantSolutions Application Checklist:

### **Online Forms**

SF-424, "Application for Federal Assistance"

SF-424A, Budget Information – Non-Construction Programs

SF-424B, "Assurances - Nonconstruction Programs"

Include other attachments, if applicable, such as indirect agreements, form 990, SF-LLL, etc.

### **Executive Summary**

In one double-spaced page, provide the following information about the project:

- 1) Name of applicant organization and overseas partners
- 2) Overview of exchange participants
- 3) Beginning and ending dates of the program
- 4) Nature of activity and venues
- 5) Anticipated outcomes (short and long-term)
- 6) Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources

## **Narrative**

Within 20 double-spaced pages with a size 11 or 12 font, provide a detailed description of the project addressing the areas listed below.

- 1) Vision and Motivation: Describe the project objectives and the desired outcomes, i.e., the knowledge, skills, and/or attitudinal changes that the participants will acquire. Also describe the applicant's motivation for applying to conduct the project.
- 2) Country Capacity: Demonstrate a capability to work effectively in Japan and South Korea, in consultation with, but without reliance on, the relevant U.S. Embassy.
- 3) Participant Recruitment, Screening, and Selection: Describe how the applicant will implement a recruitment and selection plan for the participants. Present a plan for advertising the program. Outline both the process and the criteria by which finalists will be selected.
- 4) Project Activities: Describe the components of the exchange, including project planning, orientations, manifestation of the project themes, educational activities, cultural activities, meetings, site visits, community service, and the closing session. A detailed outline of the exchange should be included as an appendix. Also, describe support for follow-on activities, including both ECA-funded and privately funded activities.
- 5) Travel and Other Logistics: Detail how the applicant will arrange international travel (in compliance with the Fly America Act); domestic travel; ground transportation; stipend disbursement; and relevant administrative matters.
- 6) Housing Accommodations: Detail plans for recruiting, screening, and selecting host families for the majority of the exchange. Proposals should also include information on the housing accommodations (hotel, dormitory, etc) during the segments of the program when participants are not in homestays, including plans for staff supervision in these arrangements.
- 7) Participant Monitoring: Detail how the applicant will assure the well-being, safety, and security of program participants during all stages of the program.
- 8) Program Evaluation: In the submitted proposal, applicants should include a plan describing how success in meeting the stated goals of the program will be measured and reported. ECA recommends that the proposal include a draft survey questionnaire or other technique.
- 9) Diversity: Explain how the program managers will be pro-active in supporting diversity in participant selection and in program content in the United States.
- 10) Institutional Capacity and Project Management: Outline the applicant organization's capacity for doing projects of this nature, focusing on three areas of competency: provision of educational and thematic programs, age-appropriate programming for youth, and previous work in the region. Describe the program staffing (individuals and responsibilities), qualifications, structure, and resources. Include this information for primary partners as well.



11) Work Plan/Schedule: Outline the phases of the project planning and implementation for the entire award period. Provide a draft schedule of daily activities of the exchange in an appendix.

### **Additional Information to be Submitted**

#### Budget Information

The amount of funding available is \$250,000. The Bureau anticipates supporting one cooperative agreement. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds.

The available funding may be used to support the program and administrative costs necessary to implement the program as described in this solicitation. Please submit a comprehensive line item budget, as stated in the Proposal Submission Instructions. An explanatory budget narrative must also be included. For clarification, any applicant applying to implement more than one project should provide separate sub-budgets for each program component, phase, location, or activity.

Suggested program costs include, but are not limited to, the following:

- Application and educational materials
- Staff travel (domestic and international)
- Participant travel (international, in-country, and domestic in the United States). This may also include travel expenses for American participants, if applicable.
- Pre-departure activities
- Welcome orientation
- Cultural and social activities
- Meeting costs
- Honoraria
- Lodging, when not in homestay
- Food (primarily group meals)
- Follow-on activities
- Evaluation
- Pocket money for participants' incidental expenses
- Other justifiable expenses directly related to supporting program activities

Significant cost sharing is expected and will enhance the proposal. Stipends for homestays or for host families in the United States are not allowed as an award-funded or cost-share item. While there is no rigid ratio of administrative to program costs, the Bureau urges applicants to keep administrative costs as low and reasonable as possible. Proposals should show strong administrative cost sharing contributions from the applicant, overseas partners, and other sources.

Maximum limits on funding are as follows: Books and educational materials allowance-\$100 per

participant; Conference room rental costs-\$250 per day per room; Consultant fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; Per diem-standard government rates; Evaluation costs- 3% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceed these amounts.

Please note: There are no fees for the J-1 visas that foreign participants will use to enter the United States. Applicants should budget for program participants to travel to the U.S. embassy or consulate for visa interviews. Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) to provide them with health benefits during the exchange. This cost does not need to be included in the budget. More information on ASPE is available at <http://www.usdos.sevencorners.com>.

Please refer to the PSI for allowable costs and complete budget guidelines and formatting instructions.

#### Letters of Commitment

Include pledges to participate in the program's implementation from significant partner organizations and any receiving a sub-award. Letters from elected officials are generally not advised.

#### Resumes

Resumes of all program staff should be included in the submission. No one resume should exceed two pages.

#### Attachments/Appendices

Please limit to those materials essential for understanding the proposed program such as a draft schedule or evaluation questionnaires. Extensive attachments will detract from your proposal.

#### First Time Applicant Attachments, if applicable

First time applicant organizations and organizations which have not received an assistance award (grant or cooperative agreement) from the Bureau during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements.

Note: The Bureau retains the right to ask for additional documentation of those items included on this form.

**Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

- Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.
- Those who do not file IRS Form 990 must submit information above in the format of their choice.

In addition to final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their program activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one- page description of program activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

Include other attachments, if applicable, i.e. the SF-LLL form, etc.

#### **APPLICATION SUBMISSION**

The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, contact Carolyn Lantz, Branch Chief, Youth Programs Division, at (202) 632-6421; e-mail: LantzCS@state.gov.